



# Straight*talk*

News For And About The Libraries Of Northeast Nebraska

January/February 2011

## In This Issue

|                                   |    |
|-----------------------------------|----|
| Northeast News.....               | 2  |
| Upcoming Events.....              | 3  |
| Library Pizzazz.....              | 4  |
| Kids and Teens.....               | 5  |
| Library Wifi Used Illegally ..... | 6  |
| Grants and Freebies.....          | 7  |
| New Adventures .....              | 8  |
| TARGET Meeting.....               | 9  |
| Winter Workshop .....             | 10 |
| NELS Board Minutes .....          | 11 |

Straight Talk is published 6 times per year by the Northeast Library System. Libraries in northeast Nebraska may receive 2 free copies of the newsletter. Additional copies are available for \$1 each.

To subscribe to additional copies or update names or addresses, please contact Jessica Chamberlain or Shelia Cermak at the Northeast Library System Office.

402-564-1586 or 800-578-1014  
jchamberlain.nels@gmail.com

Jessica Chamberlain, editor

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## Looking Forward

I always look forward to January 1st, no matter what the year. It means a fresh start and a year full of new opportunities and potential. I don't know if you're the kind of person to make New Year's Resolutions or not, but this year, in 2011, I challenge you to make New Year's Resolutions for your library. Think about the next 365 days and all you could accomplish in that time. A lot of resolutions end up in the garbage after just a few weeks, so to make an effective list of resolutions, ones that you are likely to accomplish, I suggest the following steps.

First, reflect on 2010. What do you see as your biggest accomplishments? What do you see that was left undone? What did you always want to make time for, but didn't? When you've done that, you may have a clearer picture of what your "Ideal 2011" would look like. Write down those things that you would most like to accomplish. Think about what your library needs in order to move forward and become even better than it already is. Do you need to update your policies? Do you want to learn more about a certain technology that will make your job easier? Do you want to create an employee training program?

Once you have a reasonable-sized list of goals for 2011, start making a plan. Don't wait to see if you have time later, because you never will. Create monthly benchmarks for yourself that will help carry you through your goal. This will help you keep on track when the year turns to February and March and your enthusiasm for these projects may fade. Creating monthly benchmarks for each goal will also help you to see if you've overcommitted yourself. When you've finished your planning, take a scrutinizing look at what you've created and make sure it is a reasonable amount of work for you to accomplish. You want to set yourself up for success, not failure! This kind of general planning shouldn't take more than an hour. I guarantee it will be an hour well-spent and it will set you on a path for a great new year. ~ Jessica

# Northeast News

## Basic Skills Grad

As the "old" way of completing the Basic Skills classes comes to an end, we have one last graduate.

- Robert Dierman, Columbus Public Library

## *New* Basic Skills

The New Basic Skills classes, offered online only, will consist of shorter, more focused classes. There are 6 required modules, and 7 elective modules. Each module takes about 2 to 3 weeks to complete, and participants have 3 years to complete the 13 courses.

For more information, including FAQ's and a schedule of 2011 classes visit:

<http://www.nlc.state.ne.us/libdev/basic/nbsfaqs.html>

## Stat Survey Due Valentine's Day

The Nebraska Public Library Statistical Survey for fiscal year 2009-2010 was released November 15th, 2010 and will be due no later than Monday, February 14, 2011. Public libraries must submit this report through Bibliostat Collect in order to be eligible for state aid. Library directors can use the same user ID and password assigned previously in order to access the survey, but you can always contact Data Services for that information if necessary. The best resource for guidance in completing the survey is the Library Data Services Web page at <http://www.nlc.state.ne.us/statistics/BibliostatCollect.html>. And, as always, don't hesitate to contact the "Data Doctors," John Felton and Kathryn Brockmeier, if you need help.



## Wayne Author Wins State Award

Dwayne Spieker, a teacher at Wayne High School, won this year's Nebraska Book Award for Poetry. His book, *Garden of Stars*, is the first compilation of his poetry to be published. Spieker's poetry, which focuses on rural life, has appeared in several publications, including Plainsongs and Nebraska Life magazine.



## St. Edward Public Library partners with Kindergarten

The St. Edward Public Library, with director DeeDee Reardon, and the St. Edward Public Kindergarten class, with teacher Jule Hamling, will be business partners for the 2010-2011 school year. The Kindergarteners visit the library each month for an activity and a story, and in exchange provide the library with seasonal decorations to be shared with the community. The children even created ornaments for the Christmas tree at the library, which was on display during the St. Edward Community Holiday Extravaganza and through the holiday season.



*If you have a piece of news or a photo you'd like to share with your fellow northeast Nebraska libraries, email it to Jessica Chamberlain at the NELS office! [jchamberlain.nels@gmail.com](mailto:jchamberlain.nels@gmail.com)*

# Upcoming Events

***A Calendar of Upcoming Events and links to details and registration forms can be found on our website at: <http://libraries.ne.gov/nels/calendar>***

January 14—**TARGET Meeting**—South Sioux City Public Library

Registration is not necessary, but please RSVP to the NELS office.

**Time:** 9:00 a.m.—12:00 p.m.

**Contact:** Jessica Chamberlain, NELS Director, 800-578-1014/402-564-1586

January 19—**NELS Board Meeting**—Lied Battle Creek Public Library

**Time:** 10:00 a.m.

**Contact:** Jessica Chamberlain, NELS Director, 800-578-1014/402-564-1586

January 25—**E-Rate Workshop**—Lifelong Learning Center, Norfolk

Christa Burns from the Nebraska Library Commission will lead us through the changes that have been made to the E-Rate program and help us get started filling out forms.

\*Limited to the first 16 registrants.

**Time:** 1:00 p.m.—4:00 p.m.

**Contact:** Christa Burns, Special Projects Librarian, 402-471-3107

**Registration:** <http://www.nlc.state.ne.us/training/train.asp>

February 8—**NELS Winter Workshop**—Lifelong Learning Center, Norfolk

Our focus will be on marketing and fundraising, plus a dynamic lunch program sponsored by the Nebraska Humanities Council and featuring Lyn Messersmith and Deb Carpenter-Nolting. The registration form is included in this newsletter and is also available on our website.

**Time:** 10:00 a.m.—3:30 p.m.

**Contact:** Jessica Chamberlain, NELS Director, 800-578-1014/402-564-1586

February 25—**Legislative Day**—Lincoln

*Save the date on your calendar! More information will be available soon.*

March 16—**NELS Board Meeting**—Atkinson Public Library

**Time:** 10:00 a.m.

**Contact:** Jessica Chamberlain, NELS Director, 800-578-1014/402-564-1586

March 31—**NELS Summer Reading Program Workshop**—New World Inn, Columbus

*Save the date on your calendar! More information will be available soon.*

The NELS Office will be closed on the days listed below for the following holidays:

January 17—Martin Luther King, Jr. Day

February 21—Presidents' Day



# Library Pizzazz

## Marketing in Libraries

In traditional marketing, you do some research to try to learn what your patrons want. You use this information to shape programs that you think meet these needs. Relationship marketing goes one step farther than traditional marketing. You do some research to find out what your patrons want, and then you get some of them actively involved in developing the library's services. This can be done in a variety of ways.

*Some suggestions:*

- Let patrons, either individually or in a group, look through some of your book catalogs. Let them mark the titles they are interested in. The librarian will make the final decision, and the materials have to fit in the selection criteria and budget, but you might be surprised by some of the titles they want to read!
- Let patrons post book reviews or ratings somewhere in your library or on your library website.
- Let local non-profits or student groups sign up to decorate your bulletin board. They'll get visibility for their organization and you don't have to worry about the bulletin board that month!

~Summarized from "Cheers to Your Library!" by Cynthia Martin Schmidt—To read the whole article from the May/June 2010 issue of *Library Media Connection*, contact the NELS Office and we'll send it to you. ♦

## Programming for Your Library

If you're looking for some new ideas for library programs, check out <http://ProgrammingLibrarian.org>

This website, sponsored by the Institute of Museum and Library Services (IMLS) and the American Library Association (ALA), is an online resource center for presenting cultural programs for all types and sizes of libraries.

The site includes a library, which is designed to help libraries with program planning. It includes topical information, such as advocacy and fundraising, as well as events and celebrations you can use to develop your programming calendar. The library also includes information on author, discussion, and family and youth programs as well as on traveling exhibitions. A calendar alerts you to national celebrations and events that may be good programming opportunities for your library.

There is also a blog that provides grant announcements, short pieces on specific topics written by guest bloggers, and other timely information. It is sure to give you many new ideas for programs and the resources to carry them out. ♦



If you'd like to learn more about marketing your library and its services, be sure to join us for Mary Jo Ryan's presentation of "Getting the Word Out" at the NELS Winter Workshop. Mary Jo Ryan is the Communications Coordinator at the Nebraska Library Commission and is both a marketing expert and a lifetime lover of libraries. See the registration form on page 10 of this newsletter for complete details about the Winter Workshop.

You can also check out this great new book from the NELS office—***Bite-Sized Marketing: Realistic Solutions for the Over-Worked Librarian*** by Nancy Dowd

# Kids and Teens

## Youth Grants Awarded

The 2010 Youth Grants for Excellence were announced on November 24, 2010. More than \$20,000 is being awarded to 14 organizations across the state.

Recipients in the Northeast Library System are:

Central City Public Library  
You Are On Broadway! - \$700

Hruska Memorial Public Library, David City  
Art Tells the Stories of the World—\$1,000

Ponca Carnegie Library  
Pockets Full of Fun—\$1,300

Lied Randolph Public Library  
Remembering the Past, Preparing for the Future—\$1,830

Wayne Public Library  
AWE-some Advances in Childhood Literacy—\$3,000

To see the full list of recipients, visit:  
<http://www.nlc.state.ne.us/news/content/2631.html>

**Congratulations!**



## The YALSA 2010 Teens' Top Ten

1. *Catching Fire* by Suzanne Collins
2. *City of Glass* by Cassandra Clare
3. *Heist Society* by Ally Carter
4. *Shiver* by Maggie Stiefvater
5. *Hush, Hush* by Becca Fitzpatrick
6. *Beautiful Creatures* by Kami Garcia and Margaret Stohl
7. *Along for the Ride* by Sarah Dessen
8. *If I Stay* by Gayle Forman
9. *Fire* by Kristin Cashore
10. *Wintergirls* by Laurie Halse Anderson



If you, or your teens, would like to watch a video of the announcement, or would like more information (like previous years lists or promotional ideas), go to:

<http://www.ala.org/ala/mgrps/divs/yalsa/teenreading/teenstopten/teenstopten.cfm>

## Book Review

### *Pearl and Wagner: One Funny Day*

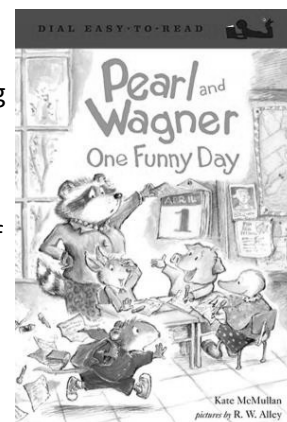
By Kate McMullan

The situations in this book would be appropriate for school life for a 6-8 year old child. Wagner is a character who has trouble doing things and is sometimes feeling that he does not fit in. Pearl on the other hand goes confidently through life and seems to do everything easily. I recommend this book for late first grade or early second grade in both school and public libraries. The colorful drawings help to tell the story and especially relay the feelings of the characters. Wagner reminds me of the cartoon character Charlie Brown, who also seemed to not be able to do things as well as he would like. This book is an early reader beginning chapter book. The stories all take place on April Fools Day.

-Kathy Muller, WSC Student

### Want more book reviews?

Find them on our website: <http://libraries.ne.gov/nels/book-reviews/>



# Library Wifi Used for Illegal Downloads

*By John Seyfarth – formerly of Sump Memorial Library, Papillion*

A few weeks ago, we were notified by subpoena that our firewall had permitted the illegal downloads of two movies through the “Bit Torrent” protocol. We have investigated as the notifications have included both the IP address of our Firewall (through which all data on the Internet comes to the library) and the MAC address (the unique address of the Ethernet chip on the computer that did the actual download). We have documented the MAC addresses of all the computers installed in the Library, and determined that the download did not go through any of them, as the MAC addresses of the downloads did not match any of our computers. The only conclusion we could make from that is that the movies were downloaded through our wireless to a computer connected to it. Our then current PIX® Firewall (Cisco® PIX-515E) was not capable of blocking protocols such as Bit Torrent, or Kazaa or other in the P2P (point to point) class that apparently are the source of many illegal downloads. The PIX was there to block known malware, spyware, and other known malicious code based on origin or source. At the time we purchased it (5-6 years ago), it was the state of the art, and this is the first incident we have had with it capabilities. The Bit Torrent and Kazaa and other related protocols are not malicious to our system, but are used as a means to allow computer that have them installed to pirate illegal content to the computers. As a result of the incident, we felt there were compelling justifications to look into procuring a new firewall that would block illegal P2P downloads.

We worked with a company we have worked with a number of years to help us with our problems beyond local solution. They were consulted, and recommended that we obtain a firewall that had the capability of deep packet inspection prior to coming into our network. The company recommended firewall from a different vendor that had the capabilities we needed. We looked into opinions on this piece of equipment, and found that just about everyone gave it 5 out of 5 stars, and we looked at 4 different opinion polls on the Internet. One of our fears about this equipment was going to be its price. The PIX at the time of purchase was just short of \$5000. As it turned out, this firewall equipment was roughly \$850.00 and is equipped a powerful IEEE 802.11N wireless access point built in, and an included annual subscription to anti-virus, anti-spam, anti-spyware, content filtering and firewall software. The library ordered and received the firewall about two weeks ago.

The company programmed it to block packets with P2P protocols that are the source of illegal downloads. The only negative effect that we have seen so far is that there are a small number of chat sites (rarely used in the library) that use the P2P protocols. It is not possible to allow something like a chat protocol on P2P and block things like Bit Torrent or Kazaa. Besides, there are a number of chat sites that do not use P2P and can be used without problems. At present, we have everything except content filtering turned on. Our content filtering at present on the public machines and catalog machines that children have access to are covered by Cybersitter® 11 and Window® 7 parental controls respectively.

This article was written to ensure that all Nebraska libraries are aware of their legal vulnerabilities as a result of efforts of some movie producers to track down and litigate illegal downloads of their copyrighted materials. ♦

# Grants and Freebies

## Walmart Store and Sam's Club Giving Program

Organizations that meet the eligibility requirements for these programs can request an application at their local Walmart Store or Sam's Club. Applications for the Walmart Store and Sam's Club Giving Programs are accepted Feb. 1 through Dec. 31. Minimum grant award is \$250. Maximum grant awards depend on the budget of the facility to which you are applying. See website for eligibility requirements.

Website: <http://walmartstores.com/CommunityGiving/8916.aspx>

## Libri Foundation Children's Books Grant

Deadline: January 23, 2011

The Libri Foundation is a nationwide non-profit organization that donates new, quality, hard cover children's books to small, rural public libraries in the United States through its Books for Children program.

Website: <http://www.librifoundation.org/apps.html>

## Welch's Harvest Grants for Schools

Deadline: February 11, 2011

Welch's is here to help teach the value of sustainable agriculture and healthy eating. This year, in partnership with Scholastic, Welch's will support school garden programs through Welch's Harvest Grants. Two schools in every state will each receive a customized indoor or outdoor garden package filled with a variety of tools, seeds, educational materials, and more.

Website: <http://www.scholastic.com/harvest/register.htm>

## Free Math Games

Students can solve math problems while blowing up robots, put decimal numbers in order while growing a garden, or play a variety of other animated games. While the site encourages you to create a free trial account for your school, you can play the games without logging in.

Website: [www.mangahigh.com](http://www.mangahigh.com)

## Free Digital Comics

This site offers free public domain Golden Age (1930s-1950s) Comics. You must create an account to start downloading, but there is no charge per download and the goal of project is to archive these comic books online and make them widely available.

Website: <http://digitalcomicmuseum.com>



If you're considering writing a grant, don't miss our "Grant Writing Tips" Breakout Session at the Winter Workshop! The Breakout Session will be led by Jan Jorgensen from the Northeast Nebraska Resource Conservation & Development Council based in Plainview.

And check out this new book at the NELS office—  
***Winning Library Grants: A Game Plan*** by Herbert B. Landau.

## New Adventures for an Old PC?

If you are lucky enough to be getting new computers in your library sometime in the near future, the question will inevitably come up about what to do with your old computers. If you are replacing one of the computers that staff members have been working on, it's a good idea to keep it for a few months to make sure that there aren't any files on it that you need. Once you're relatively certain that you don't need anything on the old computer anymore, it's time to get rid of it. But what should you do with it?



Here's a couple of ideas to give that old PC (or Mac) a new life:

- **Reuse it.** An old, slow computer—or parts of it—can still have useful life in your library.
  - Disconnect it from the internet, load it with simple CD-ROM games, and put it in your children's section as a "Children's Computer."
  - Use it to learn more about how computers work by taking it apart and seeing all the components. Work with your teens and see if you can put it back together again.
  - Keep it for a "practice computer." If you have the space to keep an extra computer, you can use it to try out new software. If you are nervous about what a free downloadable program may do to your newer desktops, try it on your old one first and see if there are any negative side-effects.
  - Scour the web to get inspiration on how to turn old computer parts into jewelry, clocks and more! Check out [www.geekware.ca](http://www.geekware.ca) or visit [www.etsy.com](http://www.etsy.com) and search for "recycled computer parts."
- **Donate it.** If you decide that you'd like to get it out of your library, and the school or city officials have given you license to dispose of it, there are several options for donations.
  - Ask the local senior center if they would like it. Although the computer may be too old and slow to run graphic-heavy websites or big programs, it may be perfect for teaching beginning computer skills.
  - Ask local civic groups if they could use it for basic record-keeping.
  - Check with your local thrift store to see if they will accept computer donations. Some will only accept monitors, keyboards and mice, so it's good to call before dropping them off.
  - If you still can't find someone that you think might want your old computer, check out Earth 911 at <http://earth911.com>. You can enter your zip code and it will tell you who will take your old machine.
- Do your best to avoid the dump. Computers are not biodegradable and contain heavy metals that are toxic to the environment so avoid just dumping them in the trash. ♦





**January 14, 2011**  
**South Sioux City Public Library**  
**9:00 a.m.—12:00 p.m.**  
**3 hours CE credit**  
**FREE**

Please RSVP To the Northeast Library System by January 12th.

Topics of Discussion will include:

- Changes in E-Rate
- Nebraska Overdrive Consortium
- The New Basic Skills

TARGET meetings are informal gatherings that occur quarterly and in various locations in Northeast Nebraska. The focus of each gathering will be to keep us informed about issues that affect our libraries and give librarians a chance to share and learn from each other.

Any person who is involved with public libraries, whether a staff member, board member or volunteer, is welcome to attend.

# NELS Winter Workshop


February 8, 2011

Lifelong Learning Center, Norfolk



Please ☒ the sessions you would like to attend.

9:30–10:00 Registration and Refreshments

|           |  |                          |    |  |  |
|-----------|--|--------------------------|----|--|--|
| 10-10:50  | <b>Grant Writing Tips</b><br>With Jan Jorgensen  | <b>\$6</b>               | OR | <b>Making Great Flyers</b><br>With Cindy Simeon  | <b>\$6</b>   |
|           | It can be daunting to write a grant, but knowing a few “ins and outs” can make it less stressful and improve your chances.   | <input type="checkbox"/> |    | This hands-on class will teach you some basics of graphic design and how to create eye-catching flyers for your library.<br><br>*Limited to the first 16 registered. | <input type="checkbox"/>   |
| 11-11:50  | <b>Fundraising Ideas</b><br>With Jan Jorgensen   | <b>\$6</b>               | OR | <b>Setting up a Facebook Page</b><br>With Peggy Leiting and Julie Pfansteil  | <b>\$6</b>   |
|           | Learn about ways others have made bringing in needed dollars fun and successful at the same time.  | <input type="checkbox"/> |    | If your library doesn't have a Facebook page yet, come to this session and get one started.<br><br>*Limited to the first 16 registered.                              | <input type="checkbox"/>   |
| 12-1:20   | <b>Lunch Program</b><br><b>“Well-Behaved Women Seldom Make History”</b><br>Presented by Deb Carpenter-Nolting and Lyn Messersmith  |                          |    |  | <input type="checkbox"/>   |
|           | The Nebraska Humanities Council (NHC) provides major funding for this program. The NHC receives support from the National Endowment for the Humanities, the Nebraska State Legislature, the Nebraska Cultural Endowment and private donations. |                          |    |  | <br>Nebraska Humanities Council |
| 1:30-3:30 | <b>Getting the Word Out</b><br>With Mary Jo Ryan   | <b>\$10</b>              | OR | <b>NebraskaAccess Overview</b><br>With Susan Knisely   | <b>\$10</b>  |
|           | Is your audience hearing what you mean? This session will help you develop a plan for communicating with your public and will include small group work.  | <input type="checkbox"/> |    | Get a two-hour overview of what the NebraskaAccess Databases have to offer your staff and patrons.<br><br>*Limited to the first 16 registered.                       | <input type="checkbox"/>   |

Please return this registration form and check for payment to the Northeast Library System by February 1st.

NAME \_\_\_\_\_ LIBRARY \_\_\_\_\_

PHONE \_\_\_\_\_ Payment Enclosed \$ \_\_\_\_\_



Northeast Library System  
3038 33rd Ave., Suite 13  
Columbus, NE 68601

PH: 800-578-1014  
PH: 402-564-1586  
FAX: 402-564-7977

**Northeast Library System  
Board Meeting Minutes  
November 17, 2010**

The Northeast Library System met on Wednesday, November 17, 2010, at the Cedar Rapids Public Library. Host was Marilyn Schuele. The meeting was called to order by president Kate Ostenrude. Members present were Judy Hagan, Michele Hastreiter, Tami Anderson, Melissa Baumert, Dawnn Tucker, Jolene Klein, Beth Foulks, Kathy Ageton, Elaine Tobias, Sally Stahlecker, and Joyce Sullivan. Absent was Susan Tyndall. Also present were Library System Director Jessica Chamberlain and Shelia Cermak, Administrative Assistant. Alternate was Dee Johnson. A motion was made to approve the alternate. (1M Ageton / 2M Hagan/ all aye). New members were welcomed.

The Open Meetings Act location was given. The minutes from the annual meeting were approved with corrections. (1M Johnson / 2M Sullivan) Correspondence was presented. Shelia presented the financial report. There were no problems or errors in the System audit. It was moved and approved to accept the Financial Report (1M Hastreiter / 2M Hagan / roll call - all aye).

There were no reports from the Nebraska Library Commission or the State Advisory Council. System Director Jessica Chamberlain gave the director's report for July through November. The annual report was also presented. Members were encouraged to view the System's professional library collection online at Library Thing <http://www.librarything.com/catalog/NortheastLibrary> .

The Technology Committee met following the annual meeting in September to update the Technology Plan. The Continuing Education Committee selected scholarship winners to attend the NLA/NEMA conference. Annual conference evaluation comments were shared. No other committees reported. There was no unfinished business.

In new business, reduction of the System newsletter was discussed. Stahlecker moved to reduce the number of free newsletters to two per public library, and that public libraries would either pay \$6 /year for additional copies or download the additional copies. (1M Stahlecker / 2M Hagan / all aye). The date of the annual meeting was left in September.

Committee assignments were made. Personnel Committee: Kate Ostenrude, Joyce Sullivan, and Dawnn Tucker. Budget Committee: Michele Hastreiter, Shelia Cermak, Judy Hagan, and Beth Foulks. Continuing Education: Sally Stahlecker, Jolene Klein, Kathy Ageton, and Elaine Tobias. Strategic Planning: Melissa Baumert, Kate Ostenrude, and Judy Hagan. Technology: Jolene Klein, Michele Hastreiter, and Elaine Tobias. Grants: Tami Anderson, Jolene Klein, and Judy Hagan. Nominating Committee: Dee Johnson, Lynn Manhart, and Michelle Hastreiter.

Members reported local activities. There were no Pat on the Back Awards. In other business, Shelia will provide board members with lists for meetings, members, and substitutes. A motion was made to accept the Claims of the Day. (1M Sullivan / 2M Hastreiter / roll call – all aye). A motion was made to adjourn (1M Klein / 2M Stahlecker).

Respectfully submitted,  
Jolene Klein

### **Interested in pursuing higher education in library studies?**

The Nebraska Library Commission has recently been awarded a Laura Bush 21st Century Librarian program grant from the Institute of Museum and Library Services.

Take advantage of the scholarships and stipends available through this program to pursue an LIS certificate, an Associate's Degree, a Bachelor's Degree, or a Master's Degree.

More information is available at:

<http://www.nlc.state.ne.us/nowhiring/scholarships.asp>



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